

1G. 2

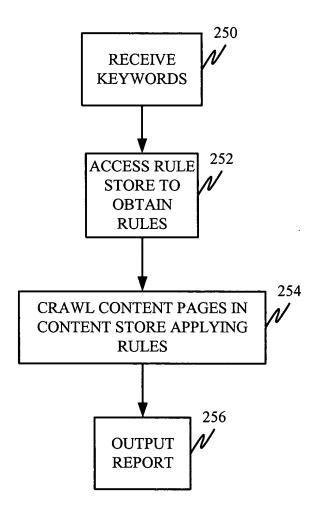


FIG. 3

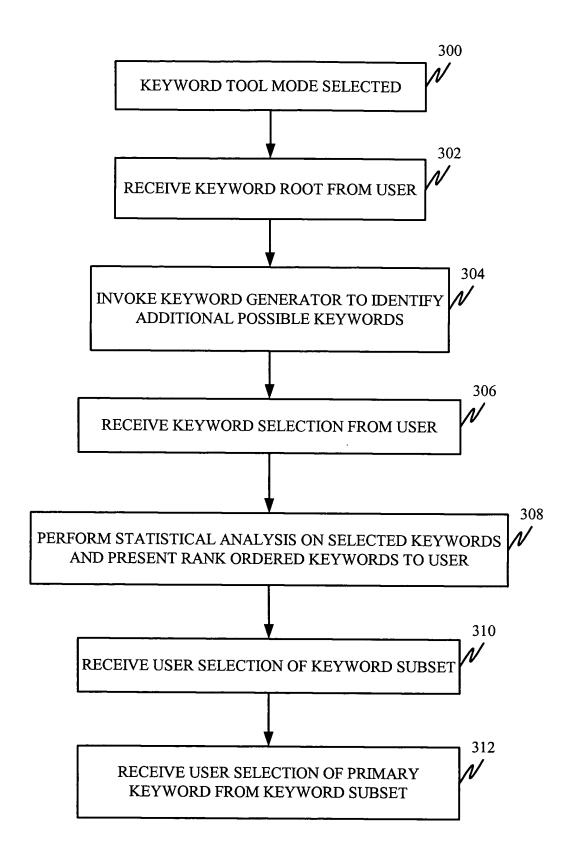


FIG. 4



Fig.9

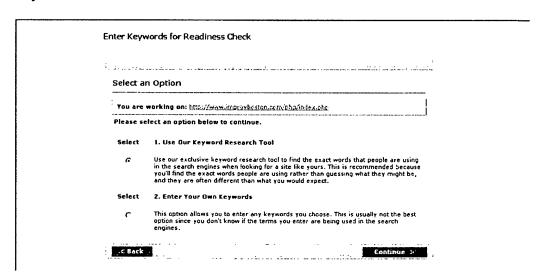
Average Download Time per Page in Seconds information:

Note: All of the pages are listed – it is abbreviated here.

URL Manager	: Doma		.//www.improvbos	
	UPLS	tatus: Total Broken Links: 10 Average De	3.15 :smil taolne	s (55L)
New Ste	Download Time & Broken Links			
Tracking	Select	Your URLs	D. Time (56k)	Links
Banner Network Commerce Manager		ImprovBoston www.mprovboston.com	.19 seconds	2
Customer Monager Traffic Builder	٠	ImprovBoston - ImprovBoston Unline www.mprovboston.com/php/index.php	4.14 seconds	□
List Builder FastCounter AdStore Position Apert	· · · · ·	Improvington - Improvington Onling www.improvboston.com/php/mod.php/mod-userpage&menu =10&page_id=3&FHPSESSID=e188400c99fd10e53ad0c8cba8 855e73	3.05 seconds	12
FestCounter Pro	C	Improv8oston - Improv8oston Unline www.improvboston.com/php/mod.php?mod=userpage&menu = 121300&page_ud=72&menu=2805&PHPSESSID=e188400c99f fd10e53a0Ge6cba855e73	2.96 seconds	2
Contact Us Buy more products	٠.	ImprovBoston - ImprovBoston Online www.improvboston.com/php/mod.php/mod=qallery&op=me dia&media_id=31&PMPSESSID=e188400c99fd10e53ad0c8cb ba855e73	3.11 seconds	2
	· · · · · ·	ImprovBoston - ImprovBoston Online www.improvboston.com/php/mod.php/mod-gallery&op=me dia&media_id=29&PHPSESSID=e188400c99fd10e53ad0c8cb ba855e73	3.1 seconds	

Keyword Tool Section

Keyword Research Tool Screen Shots:



Best Keywords: Keyword Research Tool

TOU are WORKIN	g on: http://www.improvbeston.com/eticsindex.ehr		
Enter root key	vords:	TIP: The key is to	
The root keyward your page is abo related keyword when looking for	about your page. For example, if you offer all type of shoes for sale you might try "shoes," "men's shoes," and		
1) Root keyword	improv	women's shoes," as your roots. Note that you can	
2) Root keyword	boston comedy	come back and try again if you don't see the results you expect.	
3) Poot keyword	comedy club		
Note: 3 usually w	ork best, but only one is required.		
Select number	of results:		
ø of results: 30	∃		
	Quit !	. Continue to Step 2 >	

F16.5B

S | tempe improv

Step -	2		1 2 3
Selec	t Rel	ated Terms	
You	ore wa	rking on: http://www.improvbaston.com/aba/index.ptm	
Thes at the and c	e are e MSN lick cor	eyword phases related to the keywords you entered, actual keyword phrases that people searched for search engine. Select all that are related to your page thinse. Click the back button to try again if you don't find	the phrases you select are related to the page you are working on, but get
i i i	Selec	Keyword Phrase	all of them. You'll be able to view details about them on the
1	г	improv	following page and
2	Γ	the improv	choices to only the best of the bunch.
3	г	improv comedy dub	
4	۲	ervine improv	

Fig. 5C

boston herald boston university 22 Funny bone comedy club 23 C carolines comedy club 24 F rescals comedy dub 25 Stand up comedy 25 F acme comedy dub crackers comedy dub

< Back • Quit

Continue to Step 3 >

Y

Best Keywords: Keyword Research Tool

Step - 3	•	•	•	•	1	2	0	•
Select E	Best Related Keyw	ords						

You are working on: http://www.improvbeston.com/php/index.php

You must select one item from the list

Use the information below to select up to 3 of the best phases that are the most related to your page. You can only select up to 3 due to the difficulty of optimizing a page for more than 3 obtrases.

Select	Keyword Phrase	# of Searches	# of Listings	Best Pick
Γ	improv	17,018	199,872	-1st
Γ	comedy clubs	13,748	282,347	. 2nd
Γ	improv comedy club	3,050	22,484	3rd
۲	night clubs	20,651	1,654,971	4th
٢	comedy club	6,420	837,630	′ 5th
Г	stand up comedy	1,726	435,579	6 th
Г	boston comedy	65	201,603	7th

Best pick = Is a ratio of \$ of searches (keyword popularity) to the number of search engine listings for that keyword (keyword competitiveness). This points out the most popular terms that are the easiest to rank well for. Note: This rating should only be used as a guide. You should pick the terms that you think work best for you using all of the above information.

= Previously existing keyword.

Continue to Step 4 5 € 5

Best Keywords: Keyword Research Tool

Step -4 [1 ;2 3] 7

Select Primary Keyword Phrase

You are working on: http://www.improvbaston.com/php/index.php

Please select one of your keyword phrases below as the primary phrase that your page will be optimized for and click the continue button. Our system will still use your other phrases, but one must be selected as the primary so that we can determine if your pages are optimized properly.

Select	Your Selected Keyword	Phrases Jof Searche	of Listin	Best Pick
e	improv	17,018	199,872	1st
(comedy clubs	13,748	282,347	2nd /
(improv comedy dub	3,050	22,484	3rd

Best pick — Is a ratio of # of searches (keyword popularity) to the number of search engine listings for that keyword (keyword competitiveness). This points out the most popular terms that are the essiest to rank well for. Note: This rating should only be used as a guide. You should pick the terms that you think work best for you using all the above information.

Continue > ...

Keywords Saved!

We've saved the following keywords for https://www.improvbeston.com/php/index.php;

improv, comedy clubs, improv comedy club

You will now run a Readiness Check report using these keywords. The report will determine if your page is currently optimized for your new keywords. It it is not, solutions for any optimization issues are provided.

Run Readiness Check > 🖙

FIG. 5D

FIG. SE

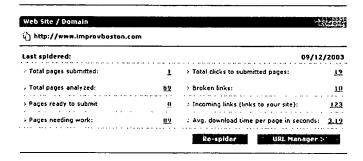
FIG. 5F

Land State of the state of the

Submit It! additional documentation

Overview Section

Overview information:



F16.6

Broken Links information:

Note: the complete list of links is shown, it is abbreviated here.

mak Iti Li	inks/D	ownload Times			
srview					
	: Doma		o://www.amprovbas		
	; UPL S	tatus: Total Broken Links: 10 Average O	owoload Time: 3.19	s (561.)	
v Site	Downlo	ad Time & Broken Links	15		
	Select	Your URLs	D. Time (56k)	Links	
er Network		ImprovBoston	.19		
merce Manager	(+	www.improvboston.com	seconds	2	
omer Manager		ImprovBaston - Improv8aston Online	4.14	· · · _ · ·	
ic Builder.	(www.improvboston.com/php/index.php	seconds		
ulder ()		The state of the s			
Counter	^	ImprovBastan - ImprovBastan Online www.improvbastan.com/php/mod.php?mod=userpage&menu	3.05	-	
ore the second	•	-10&page_id=3&PHPSESSID=e188400c99fd10e53ad0c8cba8	seconds		
don Agent		855e73			
Counter Pro		Improvieston - Improvieston Online			
Tools	•	www.improvboston.com/php/mod.php?mod=userpage&menu =121300&page_id=72&menu=2805&PHPSESSID=e188400c99f	2.96 seconds	2	
		fd10e53ad0c8cba855e73	********		
art Us		Improviostan - Improviostan Online			
nore products	(www.improvboston.com/php/mod.php?mod=gallery&op=me	3.11		
		dia&media_id=31&PHPSESSID=e188400c99fd10e53ac0c8cb ba855e73	seconds	_	
		ImprovBoston - ImprovBoston Online			
	C	www.improvboston.com/php/mod.php?mod=userpage&menu	2.79	6 3	
		=1008&page_id=75&PHPSESSID=fe173c1df5d4e93d3e471c3 396f43f8b	seconds	_	
	- •				
	c	ImprovBoston - ImprovBoston Online www.improvboston.com/php/mod.php?mod=userpage&menu	2.96	_	
	•	=1214&page_id=25&PHPSESSID=fe173c1df5d4e93d3e471c3	seconds	8	
		396f43f8b			
	_	ImprovBoston - ImprovBustan Online	3.55	_	
	r	www.improvboston.com/php/mod.php?mod=forum&menu=17 7&FHPSESSID=e656622b8fb27f1c0a3ea60be49e00e	seconds		
	_	ImprovBaston - tingravBaston Online www.improvbaston.com/php/mad.php?mod=gallery&op=me	3.1	_	
	r	dia&media_id=78&PHPSESSID=e656622b8fb27f1c0a3ea60b	seconds	2	
		be49e00a			
		ImprovBastan - ImprovBastan Daline		- •	
	^	www.improvboston.com/php/mod.php?mod=userpage&menu	3.6	5 2	
		=29&page_id=22&rmenu=2900&PHPSESSID=e18840@c99f fd10eS3ad0c3cba855e73	seconds	-	
		Control of the contro	.		
	_	ImprovBoston - ImprovBoston Online www.improvboston.com/chp/mcd.php?mod=userpage&menu	3.7	_	
	C	=100201&page_id=70&PHPSESSID=e138400c99fd10e53ac0c	seconds		
	•	c8cba855e73			

F16.7A

When the user chooses a specific link, (in this case the broken one closest to the end) and clicks the 'view link details' button – the screen on the next page appears.



Broken Links detail:

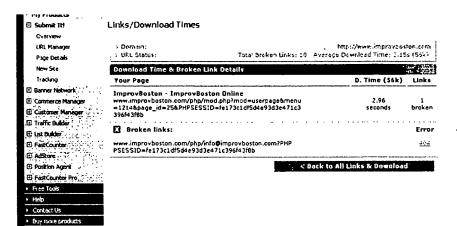


FIG. 7B

The user may then click on the error code (404 in this case) to see the details of the error below:

404	Not Found	Your web server has not found anything matching the URL request made by the spider. Web servers often use this error message when the server does not wish to reveal exactly why the request has been refused, or when no other response is applicable. Since this error message may imply several errors, first make sure the URL you sent is correct by typing it into the browser and verifying the correct page shows up. Also check the access permissions to make it viewable by everyone.
405	Method Not Allowed	Your web server did not allow the spider to use the ordinary "GET" request for the URL submitted. This is an extremely unusual error, so make sure the URL you sent is correct by typing it into the browser and verifying the correct page shows up. Also check the configuration of your web server.
406	Not Acceptable	Your web server believes that the spider cannot accept the type of document it requested. That is not the case most likely and there is a problem in the configuration of your web server. This is an extremely unusual error, so make sure the URL you sent is correct by typing it into the browser and verifying the correct page shows up. Also check the configuration of your web server.
407	Proxy Authentication Required	The spider must first authenticate itself with the proxy to access the URL requested. The spider cannot access sites that require authentication, such as passwords and cookies. You may be unable to detect this problem because you are accessing the URL from a client that already has authentication or does not access the server through the authenticating proxy (such as the server itself). Try accessing the file from another client, such as a friend's browser. To fix this problem, modify the proxy configurations, changing access permissions to make the file viewable to everyone.
408	Request Timeout	The spider opened a connection to your web server, but failed to complete the command to fetch the requested URL. The web server then gave up waiting. This error message rarely occurs because the spider would retry in that case. There may be several possible sources for this error. Verify if there is a web server configuration error or network problem. If your web server is behind a firewall, verify if the firewall is blocking connections. Routers may also filter connections so check the router configurations.
409	Conflict	Your web server is unable to respond to the URL request made by the spider because of some sort of internal resource conflict. This error more often occurs with upload (PUT) requests and not retrieval (GET) requests such as those of the spider. Most likely there is an error with the web server. Any CGI or server scripts that might affect the URL should be checked. Also try

Fig.7C



Incoming Links information:

T PTY PRODUCTS					
🖹 Submit It!	Incoming Links (link popularity)				
Overview					
URL Manager	to list your site. Therefore, it is very in	sites that link to you in order to determine how sportant to do your best to get other quality			
New Site web sites to link to yours if you expect to have long term success in the sear					
Tracking	engines.				
Banner Network	To assist you in this process we keen to	ack of whole linking to you halow. We also have			
☐ Commerce Manager	To assist you in this process we keep track of who's linking to you below. We also have an <u>new to attack on byiding links</u> that you can read.				
Customer Manager	•	i			
☑ Treific Builder	: Your domain:	http://www.improvboston.com			
E List Builder	: Links to your domain:	123 (<u>view</u>)			
© FastCounter					
AdStore Adstore Adstore Adst	- < Back To Overview				
Position Agent:					
© FestCounter Pro					
Free Tooks					
• Heb					
 Contact Us 					
Buy more products					

Fig. 8A

When the user clicks on the 'view' link, s/he is taken to this page:

M5N Home My M5N Hotmail Shopping Money People & Chat							
Щ	ISM. Search Home Advanced Search My Preferences Submit a Sita Hel						
linkdomain:www.improvboston.com Search							
	ts 1-15 of about 123 containing "linkdomain:www.improvboston.com" NEXT >> WEB PAGES - ABOUT ImprovBoston - ImprovBoston Online Search: Sign up for an account? Main Menu Home About Us Shows Classes Booking Info Community Login/Logout Quick Links Online Box Office Get Directions Online Store Discussion Forums Newsletters Discussion Forum Last 5 Postings to Forum Elephant						
2.	Erik Demaine Discrete and computational geometry: Folding and unfolding, linkages, robotics, motion planning, dissections, simple polygonizations theory.lcs.mit.edu/~edemaine						
3.	MetropolitanWeb New Links For 2003! Whether you're planning a visit, business trip, or change of residence to the Boston area, this page will provide you with a wide assortment of useful links that will help you get the most out of your stay. Getting here / getting members.aol.com/FAYTHirdFaythin.html						
4.	THEATER WEB SITES THEATER WEB SITES: GREATER BOSTON AND MASSACHUSETTS NEW ENGLAND LISTINGS COUNTRYWIDE & WORLDWIDE LISTINGS GENERAL INFORMATION LISTINGS If you have more theater/internet information, share! www.theatermirror.com/websites.htm						
5.	MassHome Directory of Massachusetts Theater and Theatres A comprehensive directory of theater web sites in Massachusetts.						

Fig. 8B

Readiness Check Section

Complete Readiness Check

3 Submit It!	Readiness Check						
Overview	Page Summary Keyword Tool Re	eadiness Check Report Center Submit	Center				
LRt Manager	Topo Salina y Traditional Total Canada Caraca Proport Caraca y Salina Caraca						
Page Details							
New Ste Tracking	You are working on:						
# Barner Network 2 \$3.50 http://www.imgrovbostor.com/ptp/index.pnp							
Commerce Manager			contimized for the search engines. Even				
Customor Manager Traffic Builder	The Readiness Check analyzes your page to ensure it is properly optimized for the search engines. Even if you do not submit this page the search engines will eventually find it on their own and unless your page is optimized you won't get listed well. For best results we recommend printing this report and fixing any errors noted prior to submission.						
List Builder							
FastCounter		RESTUT FOR	pro Change Keywords Print Report				
AdStore	Page Set Up						
Position Agent							
Fast Counter Pro	URL Issues	1 Page Issues	2 Spam Issues				
ree Tools							
e'p	Primary Keyword Phras	e: "improv"					
iontact Us							
try more products	🖸 Title Tag	Keyword Meta Tag	☑ Image Alt Attribute				
	Page Copy	Description Meta Tag					
	Secondary Keyword Phrase \$1: "comedy clubs"						
	Page Copy	Keyword Meta Tag	I Image Alt Attribute				
	Secondary Keyword Phi	rase \$2: "improv comedy club" [] Keyword Neta Tag	[] Image Alt Attribute				
	•						
	Readiness Check Report Details We recommend that you print this page out for easy reference. Page Set Up						
	Page Issues		beck to top				
	Page issues are problems we detect with the set up of your HTML code, or page in general that could affect your ability to get listed properly in the search engines.						
	 Your page does not appear to have a description metal tag within the HTML code. Since this tag is often used as the description of your page in the search engines we recommend adding one to your page before you submit. The correct placement for this tag is between the <head> and </head> tags within the HTML code of your page. The correct format for this tag is as follows: <meta content="This would be your description of what is on your page. Your most important keyword phrases should appear in this description." name="description"/> 						
	search engines use recommend adding between the <heai< td=""><td colspan="5"> Your page does not appear to have a keyword meta tag within the HTML code. Since some search engines use this tag to help determine what keywords relate to your page we recommend adding one to your page before you submit. The correct placement for this tag is between the <head> and </head> tags within the HTML code of your page. The correct format for this tag is as follows: </td></heai<>	 Your page does not appear to have a keyword meta tag within the HTML code. Since some search engines use this tag to help determine what keywords relate to your page we recommend adding one to your page before you submit. The correct placement for this tag is between the <head> and </head> tags within the HTML code of your page. The correct format for this tag is as follows: 					
	<meta name="key etc."/>	rwords" content="keywords phrase :	1, keyword phrase 2, keyword phrase 3,				
	Primary Keyword Phra	se: "improv"					

FIG. 10A

. O. . y

⊞ Koyword Neta Tag

back to top

The keyword meta tag is meant to include all the keywords that relate to your page. Since some search engines use this tag to help determine what your page is about you should always include your keywords in it.

 "improv" was not found in your keyword meta tag. For best results, we do not recommend you submit this page until you add "improv" into this tag.

For more detailed information on meta tags see our moto top ties bods.

Description Meta Tag

back to top

The description metaltag is meant to describe what your page is about. Some search engines use this tag to help determine how to list your site, and many use it as the description of your page in their engine. All pages should have an accurate description metaltag with relevant keywords within it.

"improv" was not found in your description metaltag. For best results, we do not recommend
you submit this page until you add "improv" into this tag.

For more detailed information on meta tags see our mata tag tips page.

Secondary Keyword Phrase #1: "comedy clubs"

M Keymord Meta Ta

back to top

The keyword meta tag is meant to include all the keywords that relate to your page. Since some search engines use this tag to help determine what your page is about you should always include your keywords in it.

"comedy clubs" was not found in your keyword metaltag. For best results, we do not
recommend you submit this page until you add "comedy clubs" into this tag.

For more detailed information on meta tags see our meta tag tips page.

M rage Lopy

pack to to

The text on your page that a visitor would read (page copy) is also very important. The search engines index this text and look for important keywords when determining your listings. Therefore, it's important to include any keywords you wish to show up for in the search engines in your page copy.

"comedy clubs" was found in your readable text 0 times. Since search engines treat your
readable text as one of the most important parts of your page when determining your
listing, we recommend that you increase your use of 'comedy clubs' in your readable text to
at least 2 times prior to submitting. By "readable text" we mean the text that a visitor to your
web page would read.

For more detailed information on page copy see our page copy top page.

Image Alt Attribute

back to top

Any image on your page can have alternative text within its HTML. If possible, its a good idea to describe the image in its "alt" text using your keywords since some search engines index that text.

"comedy clubs" was not found in any image tag within the HTML of this page. While not
extremely important including "comedy clubs" in the "alt=" portion of one of your images can
help your results in some search engines.

For more detailed information on the image alt attribute see our image alt tops cage.

Secondary Keyword Phrase #2: "improv comedy club"

■ Keyword Meta Tag

back to too

The keyword meta tag is meant to include all the keywords that relate to your page. Since some search engines use this tag to help determine what your page is about you should always include your keywords in it.

"improv comedy club" was not found in your keyword meta tag. For best results, we do not
recommend you submit this page until you add "improv comedy club" into this tag.

For more detailed information on meta tags see our meta tag ppg.page.

🗓 Page Copy

back to top

The text on your page that a visitor would read (page copy) is also very important. The search engines index this text and look for important keywords when determining your listings. Therefore, it's important to include any keywords you wish to show up for in the search engines in your page copy.

 "improv comedy club" was found in your readable text 0 times. Since search engines treat your readable text as one of the most important parts of your page when determining your listing, we recommend that you increase your use of "improv comedy club" in your readable text to at least 2 times prior to submitting. By "readable text" we mean the text that a visitor to your web page would read.

For more detailed information on page copy see our $\underline{p} \mapsto \underline{q} \in \operatorname{Copy}$ size $\underline{p} \circ \underline{q} \circ \underline{q}$.

Image Alt Attribut

back to top

Any image on your page can have alternative text within its HTML. If possible, its a good idea to describe the image in its "alt" text using your keywords since some search engines index that text.

"improv comedy club" was not found in any image tag within the HTML of this page. While not
extremely important including "improv comedy club" in the "alt=" portion of one of your images
can help your results in some search engines.

For more detailed information on the image alt attribute see our <u>image all trop name</u>

F16.10B